

IOWA DEPARTMENT OF

CULTURAL  
AFFAIRS

# Department of Cultural Affairs

Presentation to  
Economic Growth Joint Appropriations  
Sub-Committee

January 23, 2007

## **Department Structure**

- Iowa Arts Council
- State Historical Society of Iowa
- Administrative Division
- Iowa Great Places Program

## **Department Leadership**

- Cyndi Pederson, Interim Director
- Gordon Hendrickson, SHSI Public Trust Division Administrator
- Mary Sundet Jones, Iowa Arts Council Division Administrator

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**Table of Organization**

## **DCA Facilities**

State Historical Building – 600 East Locust, Des Moines

State Records Center – 920 Morgan Street, Suite M, Des Moines

Centennial Building – 402 Iowa Avenue, Iowa City

American Gothic House – Eldon

Blood Run National Historic Landmark – Lyon County

Mathew Edel Blacksmith Shop – Haverhill

Abbie Gardner Cabin – Arnold's Park

Plum Grove Historic Home – Iowa City

Montauk Historic Site – Clermont

Indian Mounds National Historic Landmark – Toolesboro

Western Historic Trails Center – Council Bluffs

## **Iowa Code References**

- Chapter 303 – DCA (Includes Great Places and Cultural and Entertainment District authorizations)
- Chapter 303A – Iowa Cultural Trust
- Chapter 304A – Fine Arts Projects and Indemnification for special exhibitions
- Chapter 305 – State Archives and Records Program
- Chapter 305B – Museum Property Act
- Chapter 404A – Historic Property and Cultural and Entertainment District Tax Credit Program

## **Administrative Code References**

- Chapter 221 – Department of Cultural Affairs Rules
- Chapter 222 – Iowa Arts Council
- Chapter 223 – State Historical Society of Iowa
- Chapter 671 – State Records Commission

### **DCA Mission**

The Iowa Department of Cultural Affairs provides leadership and direction to the Iowa Arts Council, the State Historical Society of Iowa and their constituents. The department shall encourage collaborative partnerships between the cultural organizations for the benefit of all Iowans.

### **Iowa Arts Council Mission**

The Iowa Arts Council enriches the quality of life and learning in Iowa communities by encouraging excellence in the arts through leadership, grants and technical assistance.

### **State Historical Society of Iowa Mission**

The State Historical Society of Iowa has a dual mission of preservation and education.

- As a trustee of Iowa's historical legacy, SHSI identifies, records, collects, preserves, manages, and provides access to Iowa's historical resources.
- As an advocate of understanding Iowa's past, SHSI educates Iowans of all ages, conducts and stimulates research, disseminates information, and encourages and supports historical preservation and education efforts of others throughout the state.

## **DCA Advisory Boards and Commissions**

**Iowa Arts Council** – 15 members appointed by Governor, not subject to confirmation – 3 year terms

**State Historical Society of Iowa Board of Trustees** – 9 members appointed by the Governor, not subject to confirmation, and 3 members elected by SHSI membership – 3 year terms

**Iowa Cultural Trust Board** – 13 members, 5 appointed by Governor confirmed by Senate – 5 year term and 2 members appointed by each legislative leader – 2 year term

**Iowa Great Places Advisory Council** – 12 members appointed by the Governor confirmed by the Senate – 3 year term

**State Records Commission** – 8 members designed by Code Section 305.3

**Iowa Historical Records Advisory Board** – 9 members appointed by Governor, not subject to confirmation, and 2 ex officio (DCA Director and State Archivist) – 3 year term

### **Iowa Arts Council Goals 2004-07**

- A leadership institute exists to foster leadership from all ages in support of arts and culture.
- The Iowa Arts Council provides streamlined and user friendly delivery systems.
- Iowans of all ages learn the relevance and importance of art and culture in their lives.
- The Iowa Arts Council helps connect Iowans with their cultural heritage – where they want it, when they want it, and how they want it.
- The Cultural and Entertainment District legislation is implemented.
- The Cultural Trust is distributing operational support funding to cultural organizations in Iowa.

### **State Historical Society of Iowa Goals**

- Create a statewide community of historical awareness and conversation
- Enable Iowans of all ages to learn the relevance and importance of history to their lives
- Connect Iowans with their heritage – where they want it, when they want it and how they want it.
- Maintain all SHSI collections in professionally appropriate conditions

### **State Historical Society of Iowa Strategic Initiatives**

- Increase/enhance online digital access to collections, finding aids, historical resources and programs
- Develop comprehensive and exciting projects, such as the mammoth project, coupled with enhanced visitor/user services
- Develop targeted education opportunities for specific groups, such as the Junior Docent Program
- Create Iowa history research and publication partnerships
- Extend and build on success of Civil War battle flag project
- Increase ability and capacity to store and care for collections
- Extend Technical Assistance Network service to everyone

## **Department of Cultural Affairs Programs**

### **Department Leadership**

Guidance and Direction to the Arts Council and SHSI to assure the provision of high quality, coordinated cultural programs and technical assistance to lowans throughout the state

### **Iowa Community Cultural Grant Program**

ICCG provides matching grants to support projects that provide direct and sustainable employment for lowans while enhancing Iowa's artistic, cultural and historical resources

### **Iowa Cultural Leadership Partners Program**

The CLP program provides general operating budgetary support to major, multi-disciplined cultural organizations which demonstrate cultural and managerial excellence on a continuing basis to the citizens of Iowa.

### **Iowa Great Places Program**

Assist communities develop a vision of who they are and what they want to become. Revise and revamp the way in which state agencies interface with local communities so their vision can be realized.

## **Department of Cultural Affairs Programs**

### **Public Relations**

Promote programs and activities of the Department including monthly e-newsletters for the Arts Council and the State Historical Society of Iowa

### **Business Office**

Assures accurate, publicly accountable, administration of department financial resources

### **Technology**

Maintains technology infrastructure for Department

Implemented wireless technology for Historical Building

Supports interactive components of museum exhibitions

Supports development of “virtual reading room” for historical collections

### **Iowa Cultural Trust**

Dedicated reserve of state funds to generate support for capacity building in local cultural organizations

Cultural Trust Board is developing programs to support local organizations with much needed operational support funds

## **DCA Appropriations Request**

DCA administration basic budget is \$245,101

This funds basic administration – business office, technology and public relations

Requested Increase of \$20,094

This will provide additional resources for promotion of historical programming and Arts Council programming

Promotion of department programs is essential

We have requested additional funds for Iowa's Cultural Grant Programs --\$80,760

These funds will allow the Department of Cultural Affairs to support arts and cultural programming in communities throughout Iowa. These projects provide jobs in local communities and support cultural organizations in communities large and small in all parts of the state.

## **Iowa Arts Council Programs**

### **Arts in Education**

Arts in Education programming supports opportunities that:

- encourage schools and local civic or community organizations to work collaboratively in the development of educational art experiences;
- assist educators to implement innovative strategies in the arts curriculum;
- employ the arts as a tool to teach other core subjects, such as reading, writing, history, math, science, and social studies;
- reflect the rich cultural diversity of our state and encourage active participation by all Iowans in the creative process.

## **Iowa Arts Council Programs**

### **Community Arts**

Community Arts Programming maintains the following goals:

- Educate and encourage dialogue among community members and leaders about the role and importance of the arts at the local level.
- Promote the arts through partnership development with federal and state agencies, city and county governments, schools, business and industry, the arts and other community-based organizations.
- Research and promote the economic benefit of the arts to Iowa's communities.

## Iowa Arts Council Programs

### Folk and Traditional Arts

The Iowa Arts Council's Folklife Program assists in **documenting, preserving, and promoting** the traditional culture of all our state's residents.

Folklife or traditional art encompasses the **everyday knowledge, art, and lore** that are passed from one person to another through imitation or word-of-mouth. Learned primarily through ethnic, religious, occupational, or family associations rather than through formal training, folklife genres include a diversity of forms:

*folk art . . . music. . . dance. . . crafts. . . narratives (folk history, legends, tall tales, or jokes) . . . architecture. . . beliefs . . . rituals. . . celebrations. . . foods . . . games*

## Iowa Arts Council Programs

### Public Art and Design

Public Art & Design programming includes:

- Management of the Art in State Buildings program, which directs ½ of 1% of state building major construction projects to include or incorporate art into the project.
- Assistance to communities or organizations to develop a public art committee, educate an existing committee on what public art is and help with project identification and/or the project and artist selection process.
- Collecting information on public art in Iowa, disseminating information about upcoming projects to potential artists, and maintaining a network of public art coordinators in communities and organizations statewide.

## Iowa Arts Council Funding

### Major Grants and Mini Grants

- **Major Grants:** up to \$10,000; Deadlines 2x per year
- **Mini Grants:** up to \$1,500; Deadlines monthly
- **7 categories:**
  - Artist Major and Mini Grants
  - Artists in Schools & Communities Residency Major and Mini Grants
  - Arts in Education Major and Mini Grants
  - Conferences, Workshops and Forum Major and Mini Grants
  - Folk & Traditional Arts Major and Mini Grants
  - Organization Major and Mini Grants
  - Public Art Major and Mini Grants

## Iowa Arts Council Funding

- **Big Yellow School Bus Grants** (\$200 grants for school field trips for arts events/activities – first come/first funded applications)
- **EZ 1-2-3 Grants** (Up to \$500 to bring Iowa artists to schools & communities – first come/first funded applications)
- **Arts Partners for Achievement Program** (Long-term partnerships between schools and arts partners – up to 3 new sites/year)
- **Cultural Express** (Performances and exhibits by/about 11 cultural groups, hosted by regional groups of libraries or museums – 1 primary grantee/year)
- **Cultural Leadership Partners** (Three-year funding support for the operational expenses of 44 major arts organizations)
- **Partnership Grants** (Support significant arts-related projects that will enhance the lives of Iowans and encourage and support visionary thinking of Iowans – applications accepted on an ongoing basis)

## Other Iowa Arts Council Programs & Services

- Grant Writing Workshops
- [www.buyiowaart.com](http://www.buyiowaart.com)
- Iowa Scholarship for the Arts
- Online Directory of Iowa Artists
- Monthly online *Iowa Arts News*
- Poetry Out Loud National Poetry Recitation Project
- In-Box of Artist Opportunities, Event Listings, Internship Listings, Accessibility Resources

## **Appropriations Request**

We have requested additional funds to the Iowa Arts Council by \$179,389 to:

Increase per capita support for the arts to \$0.50 – that will raise Iowa to 40<sup>th</sup> in the nation in support for the arts

Increase support for Big Yellow School Bus transportation grants to allow our young citizens to experience arts programming as part of their education

## State Historical Society of Iowa Programs

### State Historical Museum

#### Acquisition and Collections

- Collection includes more than 100,000 objects

- Acquisition is virtually all by donation

- Registration and inventory control is a major commitment

#### Exhibition – curation, design and construction

- Preparation of an exhibition is like producing a book

- Research and scripting by curators

  - What lessons are we teaching in the exhibit

  - What do we want the public to know as a result of visiting the exhibit

  - What is the scholarship associated with the topic and how is that transmitted to the public

- Selection of artifacts – including location of materials for donation or loan

- Design of the exhibition

  - How will members of the public move through a gallery

  - What technology will be used

  - What design techniques, color schemes, mounting procedures will be used

- Construction

  - Carpenters build the exhibition – from walls to cases, floor coverings to paint

- Installation

  - Must actually move the artifacts into the exhibition space

## **State Historical Society of Iowa Programs**

### **State Historical Museum**

#### Conservation labs

##### Artifact conservation

- Repair and preservation of artifacts

- Highly trained, skilled professional conservators

- Tedious, detailed treatment of individual pieces so they can be used in exhibit and will not suffer from being stored or on exhibit

- All Artifacts are evaluated when received and when being prepared for exhibition

##### Battle Flags conservation

- Provide detailed care for the Battle Flags removed from the Capitol or in the SHSI Collections

- Detailed, stitch by stitch work

## **State Historical Society of Iowa Programs**

### **State Historical Museum**

#### Education

##### School and group tours

outreach to the schools, designed activities for students of all ages

Vault tours to bring the public into the storage areas to see artifacts and learn about museum functions

##### Museum Theater

Popular program that incorporates arts and history

Students see a play and then learn more on the topic from activities in the

##### History Day

National Program to involve students (middle school and high school) in history research

Involves more than 4,000 Iowa students

Iowa has an award winning program

## **State Historical Society of Iowa Programs**

### **State Historical Museum**

#### Volunteer Program

Utilize volunteers in Museum as docents

In Battle Flags Lab as technician

In Archives as document processors

In Library as researchers

In Historic Preservation as researchers

## Appropriations Request

Basic request for operations is level

Additional request for support of State Museum exhibitions

\$200,000 from General Fund

Support for development of exhibitions – especially exhibition on Iowa  
Caucuses

\$300,000 from RIIF

Support for construction and implementation of exhibition plan

Includes support for technology infrastructure to provide interactive and on-  
line components of the exhibition (with additional applications for that  
infrastructure for other department programs)

**NO** general fund appropriations to State Museum exhibitions since the State Historical Building opened in 1987 – early years funding was from special appropriations from lottery funds (prior to having those funds added to General Fund) -- exhibit funding comes from hotel/motel tax allocations and from other generated revenues.

## **State Historical Society of Iowa Programs**

### **State Historic Preservation Office**

#### Survey and Inventory

Identify and record information on historic properties and sites around Iowa

#### National Register of Historic Places

Workshops and training

State Nominations Review Committee

#### Certified Local Government Program

Historic Preservation Commissions

Grants to local governments for Historic Preservation work

#### Outreach and Technical Assistance

Save Americas Treasures Program Support

#### Special Projects

Underground Railroad Research Project

Digitization of Archaeological, Architectural and Historical Reports

## **State Historical Society of Iowa Programs**

### **State Historic Preservation Office**

#### Review and Compliance Program

Section 106 of the National Historic Preservation Act

Provide consultation with federal agencies to mitigate impact of federal undertakings on identified historical resources

Review approximately 3,000 projects each year

#### Cultural and Entertainment District Program

Certify Cultural and Entertainment Districts in various communities

A Cultural District is a well-recognized, labeled, mixed-use, compact area of a city in which a high concentration of cultural facilities serves as the anchor.

Currently have 28 CEDs in 20 communities

Only incentive program is State Historic Tax Credit Program

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**Map of CED locations**

## **State Historical Society of Iowa Programs**

### **State Historic Preservation Office**

#### Rehabilitation Incentives Program

##### State Historic Tax Credit Program

Heavy demand for tax credits based on 25% of qualified rehab costs

Properties must be listed or eligible for listing on the National Register of Historic Places

Rehab must follow Secretary of Interior standards for rehab of historic structures

Currently limited to \$4 M for projects in CEDs and \$2.4M for all other projects

##### Federal Historic Tax Credit Program

Qualifications virtually identical to State Historic Tax Credit Program

Need additional review by National Park Service after review in SHPO

Federal credit equals 20% of the qualified costs of the project

Must follow Secretary of Interior Standards for rehab of historic structures

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**MAP of Tax Credit Projects**

## **State Historical Society of Iowa Programs**

### **State Historic Preservation Office**

#### Rehabilitation Incentives Program

##### Temporary Historic Property Tax Exemption

Property must be listed on or eligible for National Register of Historic Places

The County Board of Supervisors will establish priorities for which an exemption may be granted and will annually designate real property in the county for a historic property tax exemption.

Four year “freeze” on property tax increases,

Then 25% increase per year to adjusted value after rehabilitation

## **Legislative Proposals**

### Historic Tax Credit Program

LSB 1210 XD has been prepared to:

- Raise cap on tax credits from \$6.4 M total to \$20 M total

- Continues special funds for projects in CEDs

- Creates special funds for small (less than \$500,000) projects

- Modify the program to a fully refundable credit

- Provide administrative support funds of \$150,000 annually

## **State Historical Society of Iowa Programs**

### **State Historical Library – Books and Serials**

#### Acquisitions and Technical Services

Limited acquisition budget – many materials are donated

Newspaper acquisition consumes virtually all of our acquisitions budget

Cataloging to assure public accessibility

#### Access

Iowa City Reading Room

Des Moines Reading Room

Virtual Reading Room

#### Preservation and Conservation

Conservation lab to give intensive treatment to books, manuscripts, maps and records

Preservation program to provide for microfilming of materials and digitization of some materials to enhance access

## **State Historical Society of Iowa Programs**

### **State Historical Library – Special Collections**

#### Manuscripts and Personal Papers

Acquire, catalog and prepare materials for public access – virtually all are donated

Personal papers of Iowans and Iowa organizations

Need to be researched, reviewed, organized, and described so they can be used

Include material from all parts of the state,

All areas of activity (Political, Business, Military Records, Social, etc) are represented

Oral History collections are important (Iowa Labor History Oral Project)

#### Photographs

Photographs from all parts of the state are included

Photographs do tell stories not always described in words

We have massive collections from individual photographers, collections from families and individuals as well as materials from news organizations.

Includes all types of photos from the earliest methods to video, motion picture, video, stereo photography, and we are entering the world of digital photography

#### Maps

All areas and all eras (railroad maps, highway maps, topographical maps, special maps)

Aerial photography

## **State Historical Society of Iowa Programs**

### **State Archives and Records Program**

#### Records Management Services

Prepare Records Series Retention and Disposition Schedules for state records

Transfer non-permanent records from state agencies to the State Records Center for storage

Destroy records in accord with Records Series Retention and Disposition Schedules

Provide Advice and Counsel to Local Governments on records management issues

State Records Center is leased space in off Southwest 9<sup>th</sup> Street in Des Moines

We store approximately 70,000 cubic feet of records – add about 7,000 per year and destroy about 7,000 per year.

#### State Archives of Iowa

Identify, collect and preserve permanent records of state government

Work with State Agencies to determine which records have permanent historical value by preparing Records Series Retention and Disposition Schedules

Provide public access to records through the Des Moines Reading Room

State Archives storage area is filled to capacity in State Historical Building

State Archives is implementing a program to address the preservation of and access to the records of Iowa's Governors (from Briggs through Vilsack)

## **Appropriations Request**

We are seeking increase in appropriations for two areas:

Launch a “Virtual Reading Room” \$146,404

Provide technology support to allow Iowans to access SHSI collections, programs and services from the comfort of their homes

Support preservation and access to gubernatorial records \$22,652

Each gubernatorial administration creates hundreds of cubic feet of records that document its activities and programs.

Staff needs to prepare gubernatorial records for public access has been severely limited until special line appropriations in the last two years.

Additional support is needed to continue this effort.

Other needs exist – our library acquisition budget now provides simply to cover the cost of acquiring newspapers published in our state – our level of support for microfilming of resources is inadequate to film all weekly newspapers – budgetary support for our State Archives ranks 45th of 46 states reporting to the Council of State Archivists

## **State Historical Society of Iowa Programs**

### **State Historic Sites**

SHSI administers 8 historic sites, including 29 historic structures and 3 contemporary visitors centers, on 770 acres of land.

- American Gothic House – Eldon
- Blood Run National Historic Landmark – Lyon County
- Mathew Edel Blacksmith Shop – Haverhill
- Abbie Gardner Cabin – Arnold’s Park
- Plum Grove Historic Home – Iowa City
- Montauk Historic Site – Clermont
- Indian Mounds National Historic Landmark – Toolesboro
- Western Historic Trails Center – Council Bluffs

## **Historic Sites Appropriations Request**

We have two requests before the legislature:

General Fund – basic request is \$554,166 for sites operations with additional request of \$5,510 to enhance our promotion efforts related to the historic sites and the programs and services at those sites.

RIIF Request – we have requested an appropriation of \$250,000 for infrastructure repairs at historic sites. The 29 historic structures at our historic sites need maintenance and support. Routine maintenance provided by the Department of Administrative Services was sufficient, by combining resources from two years of DCA apportionment to replace the roof at one of our sites. The historic organ in Clermont is in need of repair at a cost in excess of \$100,000.

## **State Historical Society of Iowa Programs**

### **State Historical Society Grants**

#### Historic Site Preservation Grants

Traditionally RIIF funded (with not-withstanding language) \$800,000 per year

For preservation or interpretation of historical resources

Repair and rehabilitation of listed historic structure

Can be new construction to house and interpret historic structures

Large grants – minimum \$40,000 maximum \$100,000

Matching requirement is dollar for dollar

Usually fund 8 – 10 grants per year

Decisions made in November so project can start the following spring

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**MAP of HSPG Grants**

## **State Historical Society of Iowa Programs**

### **State Historical Society Grants**

#### Historical Resources Development Grants (HRDP)

Funded through Resource Enhancement and Protection Act (REAP)

5% of REAP appropriation comes to SHSI for HRDP grant program

Projects in three categories

- Documentary Collections

- Museum

- Historic Preservation

Projects need to preserve or interpret identified Iowa historic resources

End products must be accessible to the public

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**Map of HRDP Grant locations**

## **Appropriations Request**

Both HSPG and HRDP grants are funded with other-than-General Fund Resources

HSPG – Request is \$800,000 from RIIF appropriation (level with 2007 budget)

HRDP – Funded from REAP appropriation in RIIF appropriation

## Iowa Great Places

Created by Executive Order 39 in 2005

Codified by General Assembly in 2005

Great Places have:

- A unique sense of place
- Engaging experiences
- A rich, diversified social fabric
- A vital, creative economy
- A pleasing environment
- A strong foundation
- A creative culture

Focus on having communities develop a common vision of what makes the community unique and what needs to happen to develop that vision into a reality

- Multiple partners at the table to create and develop the vision
- Local resources leveraged to make the vision possible

## Iowa Great Places

State agencies provide services as partners with local places/communities

- Agencies assist places/communities develop their vision

- Agencies help identify resources and services that may help achieve a vision

- Agencies share technical expertise and provide technical assistance to communities

- State agencies provide a project coordinator for each Great Place

Three Great Place Pilots named in November 2005

- Clinton, Coon Rapids, Sioux City

- Agreements developed and executed in January 2006 to define the components of the Great Places initiatives in each of the pilot communities

- \$3 M appropriated by General Assembly (\$1 M designated for each pilot) for infrastructure purposes outlined in the Great Places agreements

Six additional Great Places named in November 2006

- Adams County, Dubuque, Guttenberg, Fairfield, Jackson County, Mason City

- 2006 General Assembly appropriated \$3 in infrastructure funds for projects in these communities

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Map of Iowa Great Places

## **Iowa Great Places**

### **Great Places Program as legislative predictor**

Great Places proposals identify components of community visions against a projected timeline

Compiled visions outline funding needs for the future

When will additional trails funding be needed by communities?

When will additional way-finding signage funds be needed by communities?

### **Great Places legislative proposals**

LSB 1210 XD has been drafted (SSB 1016)

Removes the cap on number of Great Places that can be named

Allows the Great Places Board to name additional Great Places when they are ready – not on the basis of competition but on readiness

Strict and rigorous criteria along with the seven dimensions of a Great Place will help determine readiness.

Provides for state agency use of additional consideration for requests for technical and financial assistance when the request originates in an identified Great Place

All other factors being equal, give additional consideration to requests from a Great Place – the equivalent of veteran's points on employment applications

## Iowa Great Places

### Great Places legislative proposals (continued)

Budget request is to raise administrative support by an additional \$200,000 over FY 2007 levels

Provide oversight to all of the Great Places agreements to assure accountability

Provide continued coaching and training for communities involved in the Great Places process

Provide grant-writing, conferences and planning workshops for communities, not just designated Great Places.

Assist communities by engaging University interns, VISTA employees, Americorps staff, etc to help implement the Great Places vision. The goal is keeping college students in Iowa with meaningful internships after graduation.

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**Thank You!**

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